

Message Text

UNCLASSIFIED

PAGE 01 STATE 298139

61

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/OIM/229/RTURNER,ACTG CMM/GP

APPROVED BY EB/OCA/CM/SPHARRIS

COM/OIM/DM/HWHEIKENEN

COM/USTS/BENGELHARDT

STATE/SUEKLINGEMAN

EB/OCA/CD/RDAY

EB/OCA/CM/BEBYRON

----- 091713

R 181930Z DEC 75

FM SECSTATE WASHDC

TO AMEMBASSY BERN

INFO AMCONSUL ZURICH

UNCLAS STATE 298139

E.O. 11652: N/A

TAGS: BEXP SZ

SUBJECT:FY 76 COUNTRY COMMERCIAL PROGRAM - FIRST QUARTER
REVIEW

REF: BERN 4234 AND STATE 280182

WCAG DISCUSSION, IN NOVEMBER, CENTERED ON POST'S FIRST
QUARTERLY REPORT FOR FY 76 CCP. IT WAS AGREED THERE WAS
LITTLE TO COMMENT ON AT THIS TIME, AS ALL ACTIVITIES
APPEARED TO BE ON TARGET. THE FOLLOWING POINTS WERE
RAISED, HOWEVER, AND POST RESPONSE WOULD BE APPRECIATED,
AS APPROPRIATE.

FOREIGN BUYER PROGRAM (FBP) EFFORTS APPEAR TO BE MAKING
EARLY PROGRESS, AS WCAG NOTED THAT TWO FBP GROUPS ARE
BEING ORGANIZED TO ATTEND TRADE SHOWS IN THE CHICAGO AREA
DURING 1976.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 298139

THE QUESTION WAS RAISED AS TO HOW THE POST PLANS TO CARRY

OUT CAMPAIGN 1.1, NOW THAT THE BAHNHOFSTRASSE ASSOCIATION HAS REJECTED THE CONSUMER GOODS OR ISP PROMOTION CONCEPT WILL THE INTERFEREX CATALOG SHOW SCHEDULED FOR SEPTEMBER 1976 BE SUFFICIENT TO GENERATE THE QUALITY OF TOP'S ENVISIONED WHEN THIS CAMPAIGN WAS FIRST AGREED TO? WE

ASSUME THE FAVORABLE DOLLAR/FRANC EXCHANGE RATE STILL BENEFITS U.S. SUPPLIERS OF CONSUMER GOODS AND WOULD APPRECIATE KNOWING IF THERE IS ANYTHING ADDITIONAL THAT COULD BE UNDERTAKEN TO CAPITALIZE ON THE MARKET SITUATION.

WCAG WOULD ALSO BE INTERESTED IN SPECIFIC LOCAL RESPONSE TO CAMPAIGN 1.7, ESPECIALLY IN VIEW OF U.S.T.S. BICENTENNIAL EFFORTS AND, IN GENERAL, THE LOCAL RESPONSE TO POST'S THEMATIC AND NEW PRODUCT EFFORTS. IN CONNECTION WITH THE LATTER, WCAG APPRECIATE LEARNING IF ADDITIONAL WASHINGTON SUPPORT IS NEEDED.

IN VIEW OF POSSIBILITY (ALREADY MENTIONED TO POST) THAT TECHNICAL SALES SEMINAR ON AVIONICS MIGHT INCLUDE SWITZERLAND, AS AN FY 77 PROMOTION, USDOC WOULD APPRECIATE ANY RECENT POST INFORMATION ON AIRPORT EXPANSION PROJECTS AND/OR RELATED MARKETING INPUT EMBODIED IN OBJECTIVES FOR CAMPAIGN 1.6. KISSINGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE298139
Document Source: CORE
Document Unique ID: 00
Drafter: OIM/229/RTURNER,ACTG CMM/GP
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750441-0199
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751230/aaaabala.tel
Line Count: 85
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 BERN 4234
Review Action: RELEASED, APPROVED
Review Authority: KelleyW0
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by ReddocGW>; APPROVED <04 FEB 2004 by KelleyW0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: Y 76 COUNTRY COMMERCIAL PROGRAM - FIRST QUARTER REVIEW
TAGS: BEXP, SZ
To: BERN
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006